

Rep Order# 6839787 Ver# 1 Status New Traffic Order# Printed: 08/08/2012 6:28 PM 1 of 4

EC'd Yes Last Received: 08/08/2012 4:52 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () HIRSCHBIEL FOR CONG 3050 K ST NW Sales Office () PHILADELPHIA
Product PAUL HIRSCHBIEL WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1553 Agency C/P1/P2/E 106/113/1553 Salesperson Phone# 215-567-6005
Buyer Maura Gilroy Flight Dates 08/14/2012 - 08/20/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---

CLIENT: HIRSCHBIEL FOR CONGRESS SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$23,800
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	WAVY NEWS 10 @ SUNRISE	:30	\$500.00	08/14-08/17	1	1	1	\$500.00	
	2	TU-F	6A-7A	WAVY NEWS 10 TODAY	:30	\$1,500.00	08/14-08/17	1	1	1	\$1,500.00	
	3	TU-F	7A-9A	TODAY SHOW	:30	\$1,500.00	08/14-08/17	2	1	2	\$3,000.00	
	4	SA	7A-8A	WAVY NEWS 10 SATURDAY MORNING	:30	\$400.00	08/18-08/18	1	1	1	\$400.00	
	5	SU	7A-8A	WAVY NEWS 10 SUNDAY MORNING	:30	\$400.00	08/19-08/19	1	1	1	\$400.00	
	6	TU-F	9A-10A	TODAY SHOW 2	:30	\$350.00	08/14-08/17	1	1	1	\$350.00	
	7	TU-F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$250.00	08/14-08/17	1	1	1	\$250.00	
	8	TU-F	2P-3P	THE DOCTORS	:30	\$150.00	08/14-08/17	1	1	1	\$150.00	
	9	TU-F	4P-5P	ANDERSON COOPER	:30	\$250.00	08/14-08/17	1	1	1	\$250.00	
	10	TU-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	\$900.00	08/14-08/17	2	1	2	\$1,800.00	
	11	TU-F	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$900.00	08/14-08/17	2	1	2	\$1,800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TU-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$1,500.00	08/14-08/17	1	1	1	\$1,500.00	
	13	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	\$500.00	08/18-08/18	1	1	1	\$500.00	
	14	SU	6P-7P	WAVY NEWS 10 SUNDAY @ 6PM	:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
	15	TU-F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$1,200.00	08/14-08/17	2	1	2	\$2,400.00	
	16	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$350.00	08/14-08/17	1	1	1	\$350.00	
	17	M	5A-6A	WAVY NEWS 10 @ SUNRISE	:30	\$500.00	08/20-08/20	1	1	1	\$500.00	
	18	M	7A-9A	TODAY SHOW	:30	\$1,500.00	08/20-08/20	1	1	1	\$1,500.00	
	19	M	9A-10A	TODAY SHOW 2	:30	\$350.00	08/20-08/20	1	1	1	\$350.00	
	20	M	12P-1P	WAVY NEWS 10 @ NOON	:30	\$250.00	08/20-08/20	1	1	1	\$250.00	
	21	M	2P-3P	THE DOCTORS	:30	\$150.00	08/20-08/20	1	1	1	\$150.00	
	22	M	4P-5P	ANDERSON COOPER	:30	\$250.00	08/20-08/20	1	1	1	\$250.00	
	23	M	5P-530P	WAVY NEWS 10 @ 5PM	:30	\$900.00	08/20-08/20	1	1	1	\$900.00	
	24	M	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$900.00	08/20-08/20	1	1	1	\$900.00	
	25	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$1,500.00	08/20-08/20	1	1	1	\$1,500.00	
	26	M	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$1,200.00	08/20-08/20	1	1	1	\$1,200.00	
	27	M	1135P-1235A	THE TONIGHT SHOW	:30	\$350.00	08/20-08/20	1	1	1	\$350.00	

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Buyer Maura Gilroy Flight Dates 08/14/2012 - 08/20/2012 Salesperson FAX# 215-567-5938
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	28	TU-F	1235A-135A	JIMMY FALLON	:30	\$150.00	08/14-08/17	1	1	1	\$150.00	
	29	M	1235A-135A	JIMMY FALLON	:30	\$150.00	08/20-08/20	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 33 / \$23,800.00

---SALES MONTHLY TOTALS---

Aug 12: 33 / \$23,800.00
Sales Totals: 33 / \$23,800.00
Station Totals: 33 / \$23,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,000	CATV 0%	WAVY 34%	WGNT 0%	WPXV 0%	WTKR 23%
		WTVZ 2%	WVBT 7%	WVEC 34%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

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Product PAUL HIRSCHBIEL
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Buyer Maura Gilroy
Phone#
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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 106/113/1553
Flight Dates 08/14/2012 - 08/20/2012
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